

## INVOICE



**WLKY-TV**  
**1918 Mellwood Ave.**  
**Louisville, KY 40206**  
**Main: (502)893-3671**  
**Billing: (410)338-6432**

www.wlky.com

Billing Address:

**Campaign Services**  
**Attention: Brigid Taylor**  
**6106 Hensley Road**  
**Prospect, KY 40059**

Send Payment To:

**WLKY-TV**  
**PO Box 26880**  
**Lehigh Valley, PA 18002-6880**

Invoice #	Invoice Date	Invoice Month	Invoice Period
969294-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WLKY	Local House WLKY	Louisville	Local

Advertiser	Product	Estimate Number
Thieneman/R/Senate	Chris Thieneman for Sena	

Flight Dates	Order #	Alt Order #
11/01/12 - 11/06/12	969294	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/01/12	11/06/12	NewsChannel 32 6a-7a	6a-7a	11-11--	:15/:15	4	\$450.00	PB
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---11--	2	\$450.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WLKY	Th	11/01/12		NewsChannel 32 6a-7a	6a-7a	:00		\$450.00 PB
							:00		\$0.00
Credited									
2	WLKY	F	11/02/12	6:20 AM	NewsChannel 32 6a-7a	6a-7a	:30	CHRIS THIENEMAN FOR SENAT	\$450.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	11-----	2	\$450.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
3	WLKY	M	11/05/12	6:48 AM	NewsChannel 32 6a-7a	6a-7a	:15	DRUG DEALERS	\$450.00 PB
				6:49 AM			:15	SELF INTEREST	\$0.00
4	WLKY	Tu	11/06/12	6:11 AM	NewsChannel 32 6a-7a	6a-7a	:15	DRUG DEALERS	\$450.00 PB
				6:11 AM			:15	SELF INTEREST	\$0.00
2	11/05/12	11/05/12	M-F NewsChannel 32 6p-630p		1-----	:15/:15	1	\$750.00	PB
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$750.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WLKY	M	11/05/12	6:27 PM	M-F NewsChannel 32 6p-630p	6p-630p	:15	DRUG DEALERS	\$750.00 PB
				6:27 PM			:15	SELF INTEREST	\$0.00
3	11/01/12	11/05/12	Wheel of Fortune	7p-730p	1--11--	:15/:15	3	\$1,000.00	PB
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---11--	2	\$1,000.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WLKY	Th	11/01/12		Wheel of Fortune	7p-730p	:00		\$1,000.00 PB
							:00		\$0.00
Credited									
2	WLKY	F	11/02/12	7:28 PM	Wheel of Fortune	7p-730p	:30	CHRIS THIENEMAN FOR SENAT	\$1,000.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$1,000.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
3	WLKY	M	11/05/12	7:06 PM	Wheel of Fortune	7p-730p	:15	DRUG DEALERS	\$1,000.00 PB
				7:06 PM			:15	SELF INTEREST	\$0.00

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**PO Box 26880**  
**Lehigh Valley, PA 18002-6880**

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Invoice #	Invoice Date	Invoice Month	Invoice Period
969294-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Thieneman/R/Senate	Chris Thieneman for Sena	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	11/03/12	11/03/12	Sa 7-730p	7-730p	-----1-	:15/:15	1	\$600.00	PB
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Sa	11/03/12	7:18 PM	Sa 7-730p	7-730p	:15	SELF INTEREST	\$600.00 PB
				7:18 PM			:15	DRUG DEALERS	\$0.00
5	11/01/12	11/05/12	M-Su NewsChannel 32	11p-1135p	1--11--	:15/:15	3	\$900.00	PB
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---11--	2	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Th	11/01/12		M-Su NewsChannel 32	11p-1135p	:00		<del>\$900.00</del> PB
							:00		<del>\$0.00</del>
	Credited								
2	WLKY	F	11/02/12	11:22 PM	M-Su NewsChannel 32	11p-1135p	:30	CHRIS THIENEMAN FOR SENAT	\$900.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WLKY	M	11/05/12	11:32 PM	M-Su NewsChannel 32	11p-1135p	:15	DRUG DEALERS	\$900.00 PB
				11:33 PM			:15	SELF INTEREST	\$0.00
6	11/01/12	11/01/12	NewsChannel 32	6a-7a	6a-7a	---1---	:30	\$450.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---1---	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Th	11/01/12	6:29 AM	NewsChannel 32	6a-7a	:30	CHRIS THIENEMAN FOR SENAT	\$450.00 NM
7	11/01/12	11/01/12	Wheel of Fortune	7p-730p	7p-730p	---1---	:30	\$1,000.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---1---	1	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Th	11/01/12	7:18 PM	Wheel of Fortune	7p-730p	:30	CHRIS THIENEMAN FOR SENAT	\$1,000.00 NM
8	11/01/12	11/01/12	M-Su NewsChannel 32	11p-1135p	11p-1135p	---1---	:30	\$900.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	---1---	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	Th	11/01/12	11:32 PM	M-Su NewsChannel 32	11p-1135p	:30	CHRIS THIENEMAN FOR SENAT	\$900.00 NM
<b>Total Spots</b>							<b>12</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$8,850.00</b>
<u>Agency Commission</u>	<b>\$1,327.50</b>
<u>Net Amount Due</u>	<b>\$7,522.50</b>

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Billing Address:

**Campaign Services**  
**Attention: Brigid Taylor**  
**6106 Hensley Road**  
**Prospect, KY 40059**

Send Payment To:

**WLKY-TV**  
**PO Box 26880**  
**Lehigh Valley, PA 18002-6880**

Invoice #	Invoice Date	Invoice Month	Invoice Period
968845-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WLKY	Local House WLKY	Louisville	Local

Advertiser	Product	Estimate Number
Thieneman/R/Senate	Chris Thieneman for Sena	

Flight Dates	Order #	Alt Order #
10/31/12 - 11/06/12	968845	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	11/01/12	11/06/12	NewsChannel 32 6a-7a	6a-7a	11-21--	:30	5	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	---21--				3	\$450.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WLKY	Th	11/01/12	6:10 AM	NewsChannel 32 6a-7a	6a-7a	:30	CHRIS THIENEMAN FOR SENAT	\$450.00 NM
1	WLKY	Th	11/01/12	6:49 AM	NewsChannel 32 6a-7a	6a-7a	:30	CHRIS THIENEMAN FOR SENAT	\$450.00 NM
3	WLKY	F	11/02/12	5:58 AM	NewsChannel 32 6a-7a	6a-7a	:30	CHRIS THIENEMAN FOR SENAT	\$450.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	11/05/12	11/11/12	11-----				2	\$450.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WLKY	M	11/05/12	6:09 AM	NewsChannel 32 6a-7a	6a-7a	:30	CHRIS THIENEMAN FOR SENAT	\$450.00 NM
5	WLKY	Tu	11/06/12	5:59 AM	NewsChannel 32 6a-7a	6a-7a	:30	CHRIS THIENEMAN FOR SENAT	\$450.00 NM
2	10/31/12	11/05/12	M-F NewsChannel 32 6p-630p		1-111--	:30	4	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	--111--				3	\$750.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	W	10/31/12	6:29 PM	M-F NewsChannel 32 6p-630p	6p-630p	:30	CHRIS THIENEMAN FOR SENAT	\$750.00 NM
2	WLKY	Th	11/01/12	6:12 PM	M-F NewsChannel 32 6p-630p	6p-630p	:30	CHRIS THIENEMAN FOR SENAT	\$750.00 NM
3	WLKY	F	11/02/12	6:24 PM	M-F NewsChannel 32 6p-630p	6p-630p	:30	CHRIS THIENEMAN FOR SENAT	\$750.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	11/05/12	11/11/12	1-----				1	\$750.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WLKY	M	11/05/12	5:58 PM	M-F NewsChannel 32 6p-630p	6p-630p	:30	CHRIS THIENEMAN FOR SENAT	\$750.00 NM
3	10/31/12	11/02/12	M-Su NewsChannel 32 11p-1135p		--111--	:30	3	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/29/12	11/04/12	--111--				3	\$900.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLKY	W	10/31/12	11:33 PM	M-Su NewsChannel 32 11p-1135p	11p-1135p	:30	CHRIS THIENEMAN FOR SENAT	\$900.00 NM
2	WLKY	Th	11/01/12	11:30 PM	M-Su NewsChannel 32 11p-1135p	11p-1135p	:30	CHRIS THIENEMAN FOR SENAT	\$900.00 NM
3	WLKY	F	11/02/12	11:29 PM	M-Su NewsChannel 32 11p-1135p	11p-1135p	:30	CHRIS THIENEMAN FOR SENAT	\$900.00 NM

**Total Spots** **12**

## INVOICE



Send Payment To:

WLKY-TV  
PO Box 26880  
Lehigh Valley, PA 18002-6880

Invoice #	Invoice Date	Invoice Month	Invoice Period
968845-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
Thieneman/R/Senate	Chris Thieneman for Sena	

[www.wlky.com](http://www.wlky.com)
**Payment Terms 30 Days**

<u>Gross Total</u>	<b>\$7,950.00</b>
<u>Agency Commission</u>	<b>\$1,192.50</b>
<u>Net Amount Due</u>	<b>\$6,757.50</b>